

VLR 12-6-00
NRHP 6-30-05

(Rev. 10-90)
NPS Form 10-900

OMB No. 1024-0018

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name: Carl's

other names/site number: Carl's Custard Stand
VDHR # 111-5007

2. Location

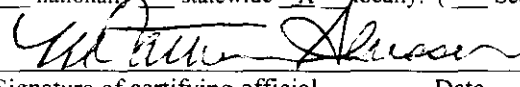
street & number: 2200 Princess Anne Street not for publication: NA

city or town: Fredericksburg vicinity: NA

state: Virginia code: VA county: Independent City code: 630 Zip: 22401

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide X locally. (See continuation sheet for additional comments.)

 Date 5/17/2005

Virginia Department of Historic Resources

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official _____ Date _____

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is: other (explain): _____

 entered in the National Register

 See continuation sheet.

 determined eligible for the
National Register

 See continuation sheet.

 determined not eligible for the National Register

 removed from the National Register

Signature of Keeper _____

Date of Action _____

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Carl's
Fredericksburg, Virginia

5. Classification

Ownership of Property (Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property (Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.) N/A

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat:	Sub:
<u>Commerce/Trade</u>	<u>Specialty Store</u>
<u></u>	<u></u>
<u></u>	<u></u>
<u></u>	<u></u>
<u></u>	<u></u>
<u></u>	<u></u>

Current Functions (Enter categories from instructions)

Cat:	Sub:
<u>Commerce/Trade</u>	<u>Specialty Store</u>
<u></u>	<u></u>
<u></u>	<u></u>
<u></u>	<u></u>
<u></u>	<u></u>
<u></u>	<u></u>

7. Description

Architectural Classification (Enter categories from instructions)

Modern Movement: Moderne

Other: Modernistic

Materials (Enter categories from instructions)

foundation Concrete

roof Concrete

walls Stucco

other: Cinderblock

other Glass, Steel

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- ☒ X A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ X C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

- ☐ A owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or a grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

Commerce/Trade

Architecture

Period of Significance 1947 - 1953

Significant Dates 1947

1953

Significant Person (Complete if Criterion B is marked above)

NA

Cultural Affiliation NA

Architect/Builder Ashton Skinner, Contractor

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)

☐ preliminary determination of individual listing (36 CFR 67) has been requested.

☐ previously listed in the National Register

☐ previously determined eligible by the National Register

☐ designated a National Historic Landmark

☐ recorded by Historic American Buildings Survey #

☐ recorded by Historic American Engineering Record #

Primary Location of Additional Data

☒ State Historic Preservation Office

☐ Other State agency

☐ Federal agency

☐ Local government

☐ University

☐ Other

Name of repository: Virginia Department of Historic Resources

10. Geographical Data

Acreage of Property Less than one acre

UTM References (Place additional UTM references on a continuation sheet)

Zone Easting Northing

1 18 284140 4234510

3

 See continuation sheet.

Zone Easting Northing

2

4

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title: Sabrina Carison, Mary Washington College, Department of Historic Preservation;
Marc Wagner and Jean McRae, Virginia Department of Historic Resources date: April 1999; May 2005

street & number: 19 Henearly Drive; 2801 Kensington Avenue telephone: 516-331-3656; 804-367-2323

city or town: Miller Place; Richmond state: NY; VA zip code: 11764; 23221

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

Name: Paul N. Sponseller, Trustee

street & number: 132 Woodland Road telephone: 540-373-9335

city or town: Fredericksburg state: VA zip code: 22401

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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Carl's
Fredericksburg, Virginia

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7. Architectural Description:

SUMMARY

Carl's, 2200 Princess Anne Street, is located in commercial downtown Fredericksburg, Virginia. Although the existing structure was constructed in 1953 by local contractor Ashton Skinner, Carl's first opened in 1947 as Carl's Frozen Custard in an abandoned gas station and restaurant and still operates today as an ice cream stand on the same property. Art Moderne in style and symmetrical in plan, Carl's is one story high and two rooms deep with a flat roof. The building is constructed of cinderblocks covered in stucco and painted white with a projecting "marquee" façade.

SITE

Situated on the southeast corner of Hunter and Princess Anne streets in downtown Fredericksburg, the property has a large setback with front concrete patio and ample asphalt parking surrounding the building. Railings and concrete barriers are more recent additions to the patio area.

EXTERIOR

Constructed of concrete block with a stucco finish, the one-story building has a flat poured concrete roof with metal coping and wooden fascia. Demonstrating aspects of the Modernist movement where a building's exterior is a three-dimensional composition between indoor and outdoor, the roof projects in a "marquee" design creating a sheltered walk-up sales area over the concrete patio. Wood signs fastened with wire nails and painted green are attached to the fascia that read, "Thick Shakes-Quarts-Pints-Shakes-Sundaes-Milk Shakes" as one moves from south to north around the front of the building. The underside of the overhang has a slight cove transitioning between the vertical and horizontal surfaces with fluorescent lighting tubes along the outer edge of the soffit.

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Rising from the roof are two prominent neon signs developed by original owner, Carl Sponseller, which read "Carl's" in free-standing letters on either side of a V-plan with a single forward tilted ice cream cone at the pinnacle. The V-shaped plan of the signage allows for easy visibility from both the south and north sides of the building while the size, in typical "roadside" fashion, provides easy visibility for passing motorists. Under the names are two panels with smaller letters stating "Crème-Shakes-Sundaes." Also rising from the roof, centered behind the signage, is a metal flue.

There are three wood framed exterior doorways, two on the west elevation (rear) and one on the east. Of the first two, one is a single-paneled hollow metal door and the other is a single-paneled wood door with a small fixed window. The third entry is adjacent to the glass service area on the southeast corner and is a single-paneled wood door, again with a small fixed window.

The stainless steel framed service area projects from the east façade with a single plate glass window on either side and three plate glass windows along the front. The central window has a pair of sliding glass doors allowing employees to interact with customers over a cantilevered counter. The entire service area is skirted with green Formica panels. On both the north and south elevations a framed menu is inset below the plate glass windows.

Aside from the projecting glass service area, there are a total of eight other windows. There is a set of three 3-light casements on the north elevation and two pairs on the south. Also on the south elevation, along the bottom of the wall, is a fixed rectangular opening which is used for venting the compressor. All these side windows are framed in wood with concrete sills.

INTERIOR

The interior of Carl's is divided into four sections, the largest being the central working area. Along the east is the front service area surrounded by plate glass windows, allowing customers to view the final preparations of ice cream treats. The west (rear) of the building is divided into two smaller rooms, one is an office and the other houses the ice cream production area. There are three wood framed doorways between spaces;

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two are single-paneled wood doors with small fixed windows, one that opens between the front and central areas and one that opens to the office. The third entrance leads to the rear ice cream room and has a three-paneled wood door with a two-over-two window.

In the visible service area, the counters are mostly stainless steel, with one section of wood counters along the rear covered in green Formica panels. There are three Electro-Freeze ice cream machines dating to the 1940's along this counter, and a newer Electro-Freeze milkshake machine sits between the older steel machines.

In the working area, there are stainless steel counters and sink surrounds. There are the usual refrigeration units and supply storage around the walls. There is a metal ventilation opening along the south wall and a water fountain at the southern end of the north wall.

8. Statement of Significance:

SUMMARY

Carl's, 2200 Princess Anne Street, is significant under National Register Criterion A as it is associated with events that have made a significant contribution to the broad patterns of our history. These events center upon the rise and importance of the automobile in the first half of the century that led to the development of new commercial structures along major roadways. Princess Anne Street was, and continues to be, a major entranceway into downtown Fredericksburg, Virginia. The road was created in the early 1930's and soon became US Route 1. Opened in 1947 as a frozen custard stand, Carl's still functions as a retail ice cream store today. In addition, it remains an integral part of the Fredericksburg community both economically and socially. Carl's is also significant under National Register Criterion C for architecture. The ice cream stand was constructed by Ashton Skinner in the Art Moderne style for owner Carl Sponseller (1918-2005) and remains today as it was originally built in 1953.

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SIGNIFICANCE

Carl's has played an important role in the evolution of 20th century Fredericksburg. The automobile transformed American culture and created a hunger for movement that was encouraged by the Interstate Commerce Act and by development of a network of superhighways planned by the Federal Government in 1944.¹ As a result, distinctive automobile-oriented landscapes emerged. Commercial strips catering to the traveler evolved along major roadways characterized by gas stations, motels and drive-in restaurants. Upper Princess Anne Street is one of these strips.

The "visual fronts" of roadside vernacular buildings, such as the large plate glass sales area of Carl's, were built to attract attention while showcasing the inside on the outside, exhibiting function.² Signage also was exaggerated and made prominent to compete with the surrounding businesses. In Fredericksburg and the surrounding area, five other Frozen Custard stores opened the same year as Carl's, and a Dairy Queen opened in 1950 further down Princess Anne Street. A symbol of the local entrepreneur, Carl's was the only one of the six to last.³

The automobile also encouraged an increase in recreational eating which had been developing since the Civil War. The desire for ice cream had grown up around amusement parks and boardwalks and slowly made its way to mainstream America.⁴ Ice cream stands took the form of giant ice cream freezers and neighborhood ice cream shops.⁵ Like drive-in restaurants, ice cream stands such as Carl's aimed to attract and accommodate as many cars as possible for the lowest investment.⁶ Developed in the 1890's and patented in 1903, the ice cream cone increased the marketability of ice cream, as well as other frozen dairy and ice products, allowing for easy carry-out.⁷

Carl's has not only been an asset to the City of Fredericksburg economically; it has social importance as well. Patrons line up together for a cone, shake or sundae as they did in 1947, providing a purely secular meeting place in the community. Many residents still remember their first trip to Carl's and continue to faithfully bring their families back week after week.

Carl stated, "They say it's a landmark. I didn't make it so. But I guess they call it a landmark in Fredericksburg."⁸ Carl's has been mentioned in a number of national

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publications, including Southern Living and USA Today's "10 great places to get the scoop." In addition Carl's was featured on PBS's nationally syndicated, "An Ice Cream Show," a search for America's ideal ice cream parlor.

Carl's continues to operate as a retail ice cream stand with few changes since 1953. The majority of alterations over the years related to code compliance and changes in food regulations.⁹ In the early 1960's the ratios for frozen custard had changed to four-percent egg yolk by volume.¹⁰ This change did not go over well with Carl who then shortened the name of his business from "Carl's Frozen Custard" to "Carl's" in order to continue use of his original recipe. Paul Sponseller, Carl's brother, later altered the recipe when he switched to Pet Milk in order for the mix to be pasteurized and "viscolyzed" as it is supposed to be.¹¹

The exterior remains in highly intact condition, as does the interior. The original Electro-Freeze machines, which date to the 1940's, are a unique feature.¹² Electro-Freeze, a division of H.C. Duke and Sons, Inc. manufactured their first ice cream freezer in 1946.¹³ Throughout the years, the company has continued to manufacture soft serve

and shake machines as well as a variety of other products for Dairy Queen and independent retail ice cream shops.¹⁴

HISTORICAL BACKGROUND

Carl Sponseller began his career in the Frozen Custard business in 1935 when he left his family's truck farm in New Oxford, Pennsylvania and moved to Mechanicsburg to live with an uncle.¹⁵ Carl soon found work at Beck's Frozen Custard in Washington, D.C.¹⁶ Many of his customers were from south of Washington, therefore Carl believed that it would be less trouble for Virginians if they had a store in their own town. As a result, Carl and his wife Margaret moved to Fredericksburg in January of 1947.¹⁷

Carl opened Carl's Frozen Custard in April of the same year in an abandoned gas station and restaurant,¹⁸ formerly the Stratford Service Station¹⁹, and more recently Sam's Lunch²⁰ and Mary's Grill.²¹ The Sponseller's rented half the building from the

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Vaughn, Cocke and Carpenter Motor Company Inc.²² The Motor Company had originally purchased the lot for a new car showroom but they could not get new cars.²³ 2200 Princess Anne Street was the only vacant lot in Fredericksburg.²⁴

In 1953 the present building was built by Ashton Skinner, a contractor who owned the Fredericksburg Building Supply.²⁵ The design was borrowed from Carl's brothers who had recently built a similar building in Falls Church, Virginia.²⁶ Changes to the plans included a larger rear and the green sign above the sales counter that reads, "Milkshakes, cones, sundaes..." Carl also designed the prominent neon sign on the roof of the building. He chose yellow for the front, green for the back and modeled the cone after the twist he topped his custard with.²⁷

In 1973, Carl sold the business to his two brothers and their wives: Herbert and Doris Sponseller and Paul and Sagrario Sponseller.²⁸ Although the Sponseller's had ownership of the business, they did not have ownership of the property until November 1982.²⁹ In 1948, the deed had passed from the Board of Directors of the Vaughn, Cocke and Carpenter Motor Company Inc. into the hands of T. F. Cocke and E. Carleton Carpenter.³⁰ When Cocke and Carpenter each passed away, ownership passed to their benefactors, Peggy and Thomas Cocke III and Jane Carpenter

Thornton,³¹ who in turn sold their halves to the Sponseller's. In January of 1991, Paul bought his brother's half, obtaining full ownership of the property.³² That same year Paul's two children, Ramona and Daniel, bought out Herbert's half of the business.³³ Finally, in February of 1998, Paul and his wife, Sagrario, put their full ownership of the property into a trust. It is named the Sagrario R. Sponseller Trust and Paul is the Trustee.³⁴ Carl Sponseller retired in 1972, and passed away in February, 2005. His brother Paul ran the business until 2001. Paul's children, Ramona, Daniel, and Christina now own and operate the stand which still keeps a February-through-November schedule.³⁵

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ENDNOTES

¹ Liebs, Chester H. *Main Street to the Miracle Mile*, (Baltimore: Johns Hopkins University Press, 1995) 34.

² Ibid, 61.

³ Sponseller, Carl and Margaret, interview by Nancy Bruns, 11 June 1997, transcript, Oral History Project, Historic Fredericksburg Foundation, Central Rappahanock Regional Library, Fredericksburg, Virginia.

⁴ Liebs, *Main Street to the Miracle Mile*, 195

⁵ Ibid.

⁶ Ibid, 209.

⁷ Smead, Susan E., and Marc C. Wagner, "Evolution of the Ice Cream Stand," *Cultural Resource Management No. 4*, 2001, 6.

⁸ Ibid.

⁹ Sponseller, Oral History Project, 11 June 1997.

¹⁰ Ibid.

¹¹ Ibid.

¹² Sponseller, Oral History Project, 11 June 1997.

¹³ "About H.C. Duke & Electro Freeze," article on-line; Internet; available at http://www.hcduke.com/About/about_ct.htm; accessed April, 1999.

¹⁴ Ibid.

¹⁵ Sponseller, Oral History Project, 11 June 1997.

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ Ibid.

¹⁹ *Hill's Fredericksburg City Directory, 1938-1939* (Hill Directory Co., Inc.: 1940), 22.

²⁰ *Hill's Fredericksburg City Directory, 1940-1941* (Hill Directory Co., Inc.: 1942), 24.

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ENDNOTES CONTINUED

²¹ *Hill's Fredericksburg City Directory, 1942-1943* (Hill Directory Co., Inc.: 1944), 25.

²² Sponseller, Oral History Project, 11 June 1997.

²³ Ibid.

²⁴ Ibid.

²⁵ Ibid.

²⁶ Ibid.

²⁷ Ibid.

²⁸ Ibid.

²⁹ City of Fredericksburg, VA Deed Book 181: 373.

³⁰ City of Fredericksburg, VA Deed Book 106: 381.

³¹ City of Fredericksburg, VA Will Book U: 230; City of Fredericksburg Will Book V: 116.

³² City of Fredericksburg, VA Deed Book 240: 473.

³³ Sponseller, Oral History Project, 11 June 1997.

³⁴ City of Fredericksburg, VA Deed Book 314: 734.

³⁵ "Farewell to Carl, City's King of Cones," Fredericksburg.com, 23 February 2005.

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9. Bibliography:

PRIMARY SOURCES

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City of Fredericksburg, VA Deed Book 240: 473.

City of Fredericksburg, VA Deed Book 181: 373.

City of Fredericksburg, VA Deed Book 106: 381.

City of Fredericksburg, VA Deed Book 81: 99.

City of Fredericksburg, Sandborn Fire Insurance Maps. New York: Sandborn Map Co, 1919, 1927, 1952, and 1961.

City of Fredericksburg, VA Will Book U: 230.

City of Fredericksburg, VA Will Book V: 116.

County of Spotsylvania, VA Deed Book 78: 22, 24.

County of Spotsylvania, VA Deed Book 77: 218, 259.

County of Spotsylvania, VA Deed Book AM: 354, 353.

County of Spotsylvania, VA Deed Book AO: 175.

County of Spotsylvania, VA Deed Book AP: 17.

County of Spotsylvania, VA Deed Book AG: 401.

Freelance Star (Fredericksburg, VA), 16 February 1991.

Freelance Star (Fredericksburg, VA), 20 October 1994.

Freelance Star (Fredericksburg, VA), 28 May 1996.

Freelance Star (Fredericksburg, VA), 27 February 1999.

Hill's Fredericksburg City Directory, 1938-1939. Hill Directory Co., Inc., 1940.

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9. Bibliography continued:

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Hill's Fredericksburg City Directory, 1949-1950. Hill Directory Co., Inc., 1951.

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Hill's Fredericksburg City Directory, 1955. Hill Directory Co., Inc., 1956.

Sponseller, Carl and Margaret, Interview by Nancy Bruns, 11 June 1997, Oral History Project, Historic Fredericksburg Foundation Inc., Central Rappahanock Regional Library, Fredericksburg, Virginia.

SECONDARY SOURCES

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http://www.hcduke.com/About/about_ct.htm. accessed April, 1999.

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"Float into Fredericksburg." *Southern Living*, April, 1997, 23

Goodfried, Anne. "10 great places to get the scoop," article on-line; Internet; available at
<http://www.usatoday.com/life/travel/leisure/t0724ic.htm>. accessed February, 1999.

Jester, Thomas C. (ed.) *Twentieth Century Building Materials: History and Conservation*. New York: McGraw Hill, 1995.

Liebs, Chester H. *Main Street to Miracle Mile*. Baltimore: Johns Hopkins University Press, 1995.

Pomeroy, Ralph. *The Ice Cream Connection*. New York: Paddington Press, Ltd., 1975.

Smead, Susan E., and Marc C. Wagner. "Evolution of the Ice Cream Stand" *Cultural Resource Management* No. 4. 2001.

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9. Bibliography Continued:

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US Department of the Interior, *National Register Bulletin 16A: How to Complete a National Register Form*,
Washington D.C.: US Government Printing Office, 1977.

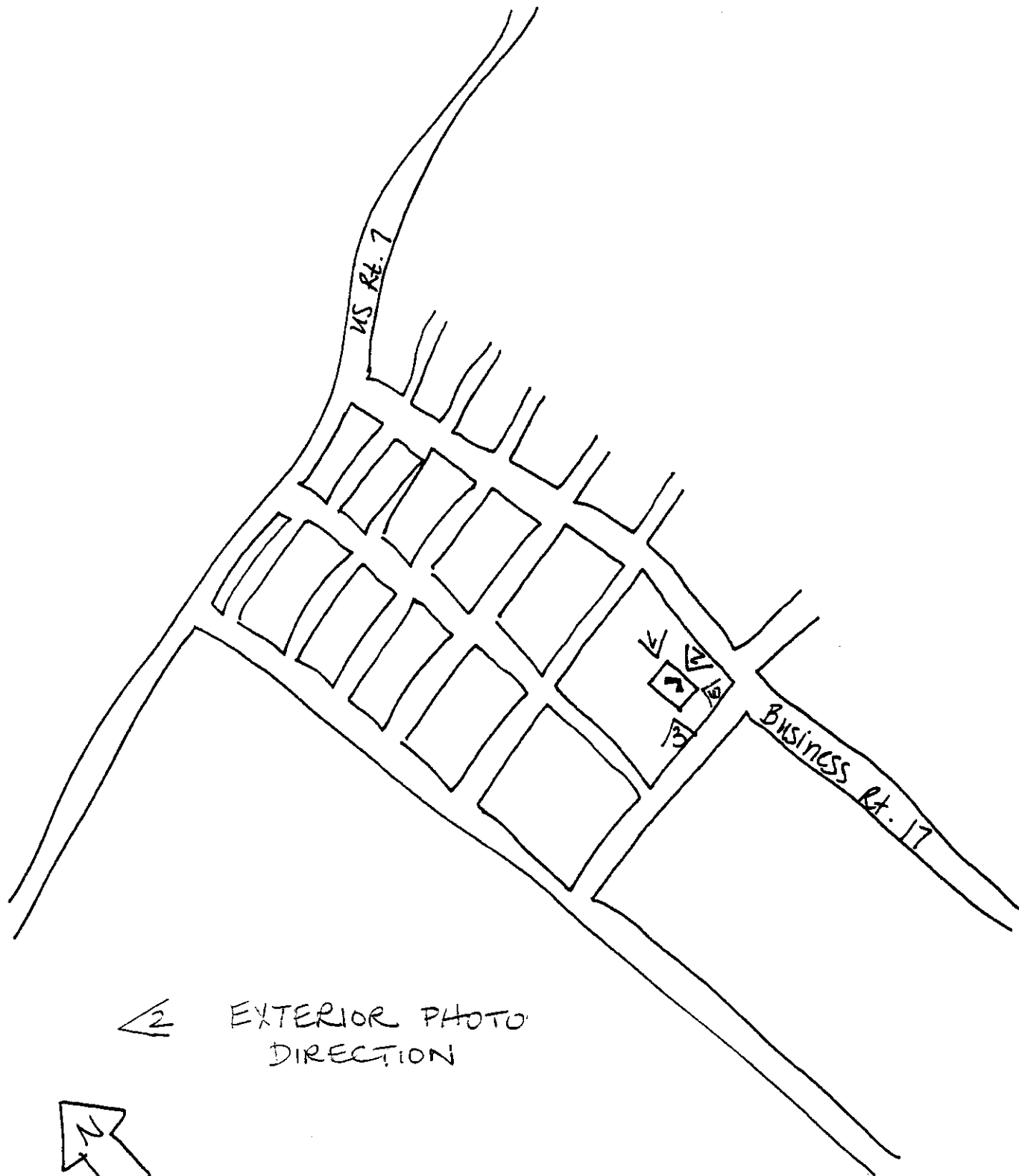
10. Geographic Data:

VERBAL BOUNDARY DESCRIPTION

The property is situated on the northwest corner of Hunter and Princess Anne streets,
Lots 29, 30 and 31 of Block 164-7 on the real estate tax map of Fredericksburg,
Virginia, 85' x 105'.

BOUNDARY JUSTIFICATION

The nominated property includes the entire parcel recorded in the City of
Fredericksburg, Virginia, Deed Book 181, page 375 on 16 December 1982.



EXTERIOR PHOTO
DIRECTION



NOT TO SCALE

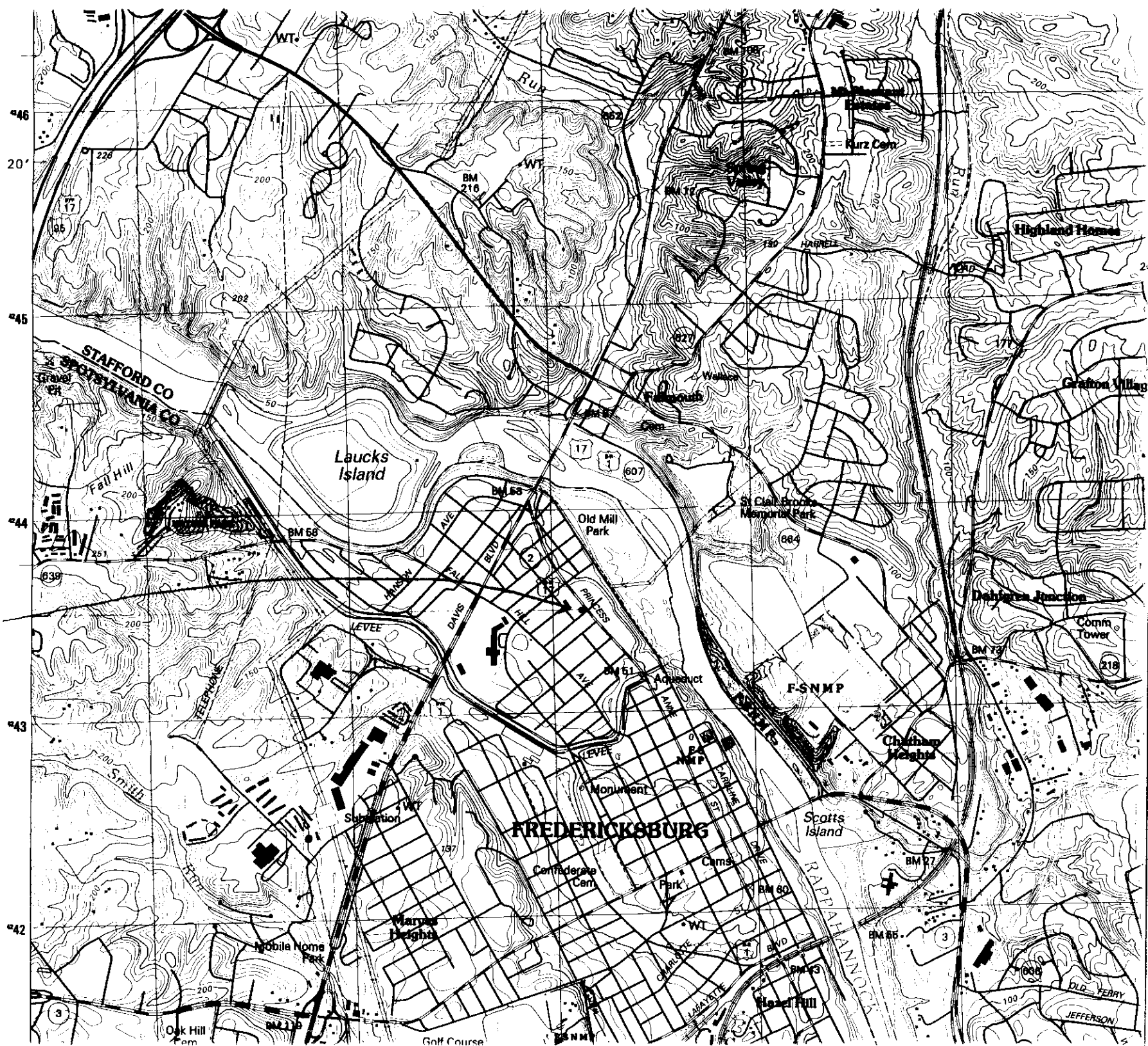
Site Plan

CARL'S
Fredericksburg, VA

SHEET NUMBER

1

26 APRIL 1999



Carl's
111-5007
12/8/11
FREDERICKSBURG
VA